INTELLECTUAL PROPERTY LAW GROUP LLP 12 South First Street, Twelfth Floor San Jose, California 95113

Complaint for: (1) Declaratory Judgment of Non-Infringement of Patent; (2) Declaratory Judgment of Invalidity and Unenforceability of Trademark and Non-Infringement of Trademark; and (3) Cancellation of Federal Trademark Registration

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and T-Cross contends that it has the right to engage in this activity without a license. True and correct copies of the '208 patent and the electronic records for the SHOTSHELL Mark Registration are attached hereto as Exhibits 1 and 2, respectively. T-Cross now seeks judicial declaration that it does not infringe the '208 patent, the SHOTSHELL mark, and the SHOTSHELL Mark Registration; that Marketing Specialists' SHOTSHELL mark is invalid and unenforceable; and requests the Court to cancel Marketing Specialists' SHOTSHELL Mark Registration because the SHOTSHELL mark is merely descriptive and should not have been allowed for federal registration by the United States Patent and Trademark Office (the "USPTO").

#### THE PARTIES

- Plaintiff T-Cross is a South Korean sole proprietorship with its headquarters at 2. Woolim e-Biz Center B/D, 210-21, Seongsu2-Ga, Seongdong-Gu, Seoul, Korea. John Kim is the sole proprietor.
- 3. On information and belief, Defendant Marketing Specialists is a corporation existing under the laws of the State of Arkansas, with its principal place of business at 416 Stribling Road, Rogers, Arkansas, 72756. Marketing Specialists' registered agent as listed with the Arkansas Secretary of State is located at 1100 Worthen Bank Building, Little Rock, Arkansas, 72201.

#### JURISDICTION

- 4. This is a civil action regarding allegations of patent infringement arising under the patent laws of the United States, Title 35 of the United States Code, in which T-Cross seeks declaratory relief under the Declaratory Judgment Act. Thus, the Court has subject matter jurisdiction over this action pursuant to 28 U.S.C. §§ 1331, 1338, 2201, and 2202.
- This is also a civil action regarding allegations of trademark infringement arising 5. under the trademark laws of the United States, Title 15 of the United States Code, sections 1051 et seq., in which T-Cross seeks declaratory relief under the Declaratory Judgment Act. Thus, the Court has subject matter jurisdiction over this action pursuant to 15 U.S.C. §§ 1119, 1121 and 28 U.S.C. §§ 1331, 1338, 2201, and 2202.
- 6. The Court has personal jurisdiction over Marketing Specialists because Marketing Specialists has established certain minimum contacts with California such that the exercise of

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personal jurisdiction over Marketing Specialists would not offend traditional notions of fair play and substantial justice. Marketing Specialists has and continues to conduct business in the State of California and within the Northern District of California.

#### VENUE

Venue is proper in this Court pursuant to 28 U.S.C. § 1391 because the Court has 7. personal jurisdiction over Marketing Specialists.

#### INTRADISTRICT ASSIGNMENT

8. This is an Intellectual Property Action subject to district-wide assignment under Local Rule 3-2(c).

#### FACTUAL BACKGROUND

- T-Cross specializes in manufacturing and exporting stainless steel products, including 9. the TC-BS500 and the TC-BS1000 vacuum insulated beverage bottles (the "T-Cross bottles").
  - T-Cross used the "shotshell" wording in connection with the T-Cross bottles in 2007. 10.
  - Marketing Specialists is a patent and trademark holder. 11.
- Marketing Specialists purports to own the '208 patent entitled "Beverage Vessel." 12. Records at the USPTO list Marketing Specialists as the present assignee for the '208 patent. See Exhibit 1.
- Marketing Specialists contends that the T-Cross bottles are covered by the '208 patent 13. and that T-Cross willfully and intentionally infringed the '208 patent entitling Marketing Specialists remedies under Title 35 of the United States Code, including a trebling of damages.
  - 14. T-Cross contends that the T-Cross bottles do not infringe on the '208 patent.
- 15. In addition, Marketing Specialists claims to be the rightful owner of the SHOTSHELL mark and the SHOTSHELL Mark Registration for "thermal insulated bottles for beverages." See Exhibit 2.
- Marketing Specialists' alleged SHOTSHELL Mark Registration was registered on 16. October 4, 2005 and it has not become incontestable yet.
- 17. Marketing Specialists contends that it has been using the SHOTSHELL mark in commerce since January 2005 in connection with its thermal insulated bottles for beverages.

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- 18. Marketing Specialists contends that it is the prior user of the SHOTSHELL mark and T-Cross' use of the "shotshell" wording infringed its trademark rights allegedly vested in the SHOTSHELL mark and protected by the SHOTSHELL Mark Registration.
- 19. Marketing Specialists contends that T-Cross willfully and intentionally infringed the SHOTSHELL mark and the SHOTSHELL Mark Registration entitling Marketing Specialists remedies under the Lanham Act, including a trebling of damages.
- 20. On information and belief, Marketing Specialists has failed to insert federal trademark registration notice on its thermal insulated bottles for beverages, its packaging of such products, and advertising materials as required by 15 U.S.C. § 1111 to recover any damages.
- 21. Marketing Specialists sent emails to T-Cross on December 6, 2007, January 3, 2008, and further correspondences in writing referring to its '208 patent and the SHOTSHELL Mark Registration, and expressly threatened T-Cross with civil litigation and with recovery of treble damages.
- 22. Upon notification of Marketing Specialists' claims against T-Cross, T-Cross immediately ceased marketing and selling the T-Cross bottles.
- 23. T-Cross contends that it was not aware of the '208 patent, the use of the SHOTSHELL mark by Marketing Specialists, and the existence of the SHOTSHELL Mark Registration until the notification from Marketing Specialists on December 6, 2007.
- 24. T-Cross contends that Marketing Specialists has no trademark rights in the SHOTSHELL mark because it is merely descriptive of Marketing Specialists' shotgun shell shaped thermal insulated bottles and, therefore, the SHOTSHELL Mark Registration is invalid and unenforceable.
- 25. On information and belief, Marketing Specialists has informed T-Cross' customer, Wal-Mart Stores, Inc., that the T-Cross bottles infringe the '208 patent and the SHOTSHELL mark and SHOTSHELL Mark Registration.
  - 26. Marketing Specialists' accusations of infringement have damaged T-Cross.

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- 27. Marketing Specialists' alleged trademark and patent infringement claims and threat to T-Cross' customer, Wal-Mart, Inc., have negatively impacted T-Cross' sales and relationship with Wal-Mart, Inc.
- 28. T-Cross has suffered irreparable injury, including damage to its reputation as a result of Marketing Specialists' conduct.
- 29. Marketing Specialists' conduct have placed T-Cross under a reasonable apprehension that T-Cross will be sued for what Marketing Specialists' believes is the infringement of trademark and patent rights allegedly owned by Marketing Specialists.
- 30. Accordingly, an actual controversy exists between T-Cross and Marketing Specialists as to whether T-Cross' manufacture, use or sale of its products infringes the '208 patent, whether the SHOTSHELL Mark Registration is valid, and whether the use of the SHOTSHELL mark by T-Cross infringes Marketing Specialists' alleged SHOTSHELL mark. Absent a declaration of noninfringement of patent and trademark, a declaration of invalidity and unenforceability of trademark, and an order canceling the SHOTSHELL Mark Registration, Marketing Specialists will continue to wrongly assert rights under the '208 patent, the SHOTSHELL mark, and the SHOTSHELL Mark Registration against T-Cross, and thereby cause T-Cross irreparable harm.

#### FIRST CAUSE OF ACTION

## **Declaratory Judgment of Non-Infringement of**

#### United States Design Patent No. D495,208

- 31. T-Cross realleges and incorporates by reference paragraphs 1 through 30 of this Complaint as though fully set forth herein.
- 32. Marketing Specialists contends that the T-Cross bottles imported, made, used, sold, or offered for sale by T-Cross infringe the '208 patent.
- T-Cross denies Marketing Specialists' contentions and alleges that the T-Cross bottles 33. do not directly or indirectly infringe the '208 patent.
- Marketing Specialists' accusations of infringement of the '208 patent have caused, 34. and will continue to cause, damage to T-Cross.

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- 35. On information and belief, Marketing Specialists is likely to continue its accusations of infringement of the '208 patent against T-Cross.
- 36. An actual controversy thus exists between T-Cross and Marketing Specialists as to whether the accused T-Cross bottles infringe the '208 patent.
- Accordingly, T-Cross seeks and is entitled to a judgment against Marketing Specialist 37. that it does not infringe and has not infringed, directly or indirectly, contributorily or by inducement, the '208 patent.

#### SECOND CAUSE OF ACTION

### Declaratory Judgment of Invalidity and Unenforceability of Trademark and Non-Infringement of Trademark

- 38. T-Cross realleges and incorporates by reference paragraphs 1 through 37 of this Complaint as though fully set forth herein.
- 39. Marketing Specialists contends that the T-Cross bottles imported, made, used, sold, or offered for sale by T-Cross infringe the SHOTSHELL mark and the SHOTSHELL Mark Registration.
- T-Cross denies Marketing Specialists' contentions and asserts that T-Cross' use of the 40. "shotshell" wording in connection with the T-Cross bottles was to describe the shotgun shell shape (also known as "shotshell") of the T-Cross bottles.
- 41. Marketing Specialists' thermal insulated bottles sold under the SHOTSHELL mark is also in a shotgun shell shape. Marketing Specialists touts about the shotgun shell design of its thermal insulated bottles on the packaging of the products and its advertising materials. Marketing Specialists even categorizes its products as 12 gauge and 20 gauge to define their sizes. The term "gauge" is used to define the dimensions of a shotgun shell, not a thermal insulated bottle.
- 42. T-Cross contends that the SHOTSHELL mark does not function as a trademark because the SHOTSHELL mark merely describes the shape and characteristic of Marketing Specialists' shotgun shell shaped thermal insulated bottles. Pursuant to 15 U.S.C. § 1052(e), merely descriptive marks are not registrable on the Principle Register. Accordingly, the SHOTSHELL

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mark, for use with Marketing Specialists' shotgun shell shaped thermal insulated bottles, is incapable of exclusive appropriation as a trademark, and therefore should not be afforded with trademark protection.

- Further, the merely descriptive SHOTSHELL mark is incapable of distinguishing 43. Marketing Specialists' shotgun shell shaped thermal insulated bottles from third parties' shotgun shell shaped products, including T-Cross', and therefore, the SHOTSHELL mark lacks a secondary meaning. Due to the descriptiveness of the "shotshell" wording, consumers would not associate the "shotshell" wording with only one source, particularly Marketing Specialists, for shotgun shell shaped thermal insulated bottles or similar products. Consequently, there is no likelihood of consumer confusion due to the use of the "shotshell" wording by T-Cross for the T-Cross bottles.
- As such, Marketing Specialists' should not be allowed to prevent third parties, including T-Cross, from advertising and describing their shotgun shell shaped products with a descriptive term as "shotshell" by claiming trademark rights in the SHOTSHELL mark and under the SHOTSHELL Mark Registration since the SHOTSHELL mark is merely descriptive of Marketing Specialists' shotgun shell shaped thermal insulated bottles and does not function as a trademark.
- 45. Marketing Specialists thus does not own any trademark rights in the SHOTSHELL mark because it is merely descriptive, and, thus, the SHOTSHELL Mark Registration is invalid and unenforceable.
- Marketing Specialists' allegations of infringement are barred under the doctrines of 46. unclean hands and misuse.
- Marketing Specialists' trademark rights in and to the SHOTSHELL mark are 47. unenforceable due to its unclean hands and misuse in asserting infringement of trademark rights beyond that which it knows are valid and enforceable.
- Marketing Specialists' accusations of trademark infringement have caused, and will 48. continue to cause, damage to T-Cross.

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- 49. Marketing Specialists' accusations of infringement and threat of litigation regarding the SHOTSHELL Mark Registration have created a reasonable apprehension that T-Cross will be subject to liability if it continues to use the "shotshell" wording.
- 50. On information and belief, Marketing Specialists is likely to continue its accusations of trademark infringement against T-Cross.
- 51. Accordingly, T-Cross seeks and is entitled to a judgment against Marketing Specialist that the SHOTSHELL mark and the SHOTSHELL Mark Registration is invalid and unenforceable and that T-Cross does not infringe and has not infringed, directly or indirectly, contributorily or by inducement, Marketing Specialists' alleged trademark rights.

#### THIRD CAUSE OF ACTION

#### **Cancellation of United States**

#### Trademark Registration No. 3004807

- 52. T-Cross realleges and incorporates by reference paragraphs 1 through 51 of this Complaint as though fully set forth herein.
- 53. An actual controversy exists between T-Cross and Marketing Specialists as to whether the SHOTSHELL Mark Registration is valid.
- If Marketing Specialists is permitted to continue to maintain the SHOTSHELL Mark 54. Registration, the same may be deemed incontestable after five (5) years from the date of registration, and Marketing Specialists would thereby obtain an incontestable right to use the SHOTSHELL mark in commerce. Further, the continued existence of such registration casts a cloud upon T-Cross' right to use the "shotshell" wording in commerce. Such registration is thus a source of damage and injury to T-Cross.
- Accordingly, T-Cross seeks and is entitled to an Order against Marketing Specialist 55. canceling the SHOTSHELL Mark Registration under 15 U.S.C. §§ 1052(e), 1119, and 1064 based on the merely descriptive nature of SHOTSHELL mark.

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Attorneys for Plaintiff T-Cross

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#### PRAYER FOR RELIEF

WHEREFORE, T-Cross prays for relief against Marketing Specialists as follows:

- A declaration that T-Cross does not infringe the '208 patent;
- A declaration that T-Cross' case against Marketing Specialists is an exceptional case B. within the meaning of 35 U.S.C. § 285;
- C. A declaration that Marketing Specialists does not own trademark rights for the SHOTSHELL mark and the SHOTSHELL Mark Registration;
- A declaration that Marketing Specialists' alleged SHOTSHELL mark and D. SHOTSHELL Mark Registration is invalid and unenforceable;
- Ε. A declaration that T-Cross does not infringe the SHOTSHELL mark and the SHOTSHELL Mark Registration;
- An Order permanently enjoining Marketing Specialists from asserting or threatening F. to assert infringement of the '208 patent, the SHOTSHELL mark, and the SHOTSHELL Mark Registration against T-Cross, from engaging in acts or conduct which suggests in any way that Marketing Specialists has the right to curtail any activity of T-Cross, and from prosecuting any action in any other Court to prevent T-Cross from using the SHOTSHELL wording;
- An Order canceling registration of Marketing Specialists SHOTSHELL Mark G. Registration under 15 U.S.C. § 1119.
  - An award of costs and attorneys' fees to T-Cross; and H.
  - Such other and further relief as the Court deems just and reasonable. I.

Dated: May 8, 2008

INTELLECTUAL PROPERTY LAW **GROUP LLP** 

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Margaux A. Aviguetero

Intellectual Property Law Group LLP

12 S. First St., 12th Floor San Jose, California 95113

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## EXHIBIT 1

## (12) United States Design Patent (10) Patent No.:

**Putnam** 

US D495,208 S

(45) Date of Patent: \*\* Aug. 31, 2004

(54)	BEVERAGE VESSEL							
(75)	Inventor:	Allen Putnam, Carson City, NV (US)						
(73)	Assignee:	Marketing Specialists, Inc., Rogers, AR (US)						
(**)	Term:	14 Years						
(21)	Appl. No.	29/196,509						
(22)	Filed:	Dec. 30, 2003	*					
(51)	LOC (7)	Cl 07-01	P					
(52)	U.S. Cl.	<b>D7/509;</b> D7/300.1	(5					
(58)	Field of S	earch D7/532, 523, 300,	(5					
` ′		7/300.1, 509, 510, 511, 533, 536; 206/218;	Т					
		220/630, 23.86, 713, 703, 718, 705, 710.5,						
	7	14, 708; 215/396, 398, 307, 11.6; D9/505,	_					
		500; D26/11	F					

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D424,875	S			Husted	
D428,768	S			Betras	
D451,760	S	*	12/2001	Fox	D7/510
D451,761	$\mathbf{S}$	*	12/2001	Poly	D7/523
D471,064	S	*		Renz	
D472,101	S	*	3/2003	Janky	D7/532

cited by examiner

Primary Examiner—M. N. Pandozzi

The ornamental design for a beverage vessel, as shown.

#### DESCRIPTION

**CLAIM** 

FIG. 1 is a perspective view of a beverage vessel showing my new design;

FIG. 2 is an exploded perspective view thereof;

FIG. 3 is an side elevation view thereof; all other side elevation views being identical.

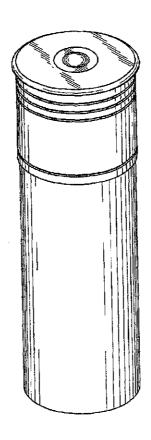
FIG. 4 is an exploded side elevation view thereof;

FIG. 5 is a top plan view thereof; and,

FIG. 6 is a bottom plan view thereof.

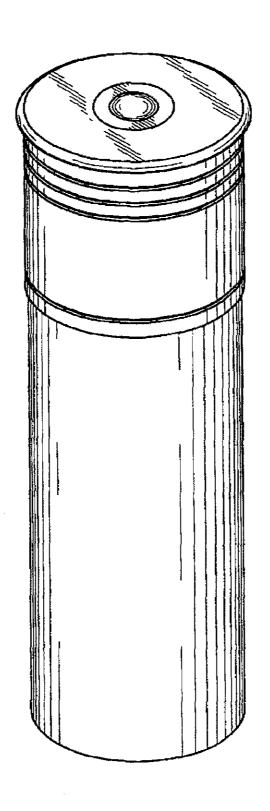
The broken lines in the drawings are for illustrative purposes only and form no part of the claimed design.

#### 1 Claim, 4 Drawing Sheets



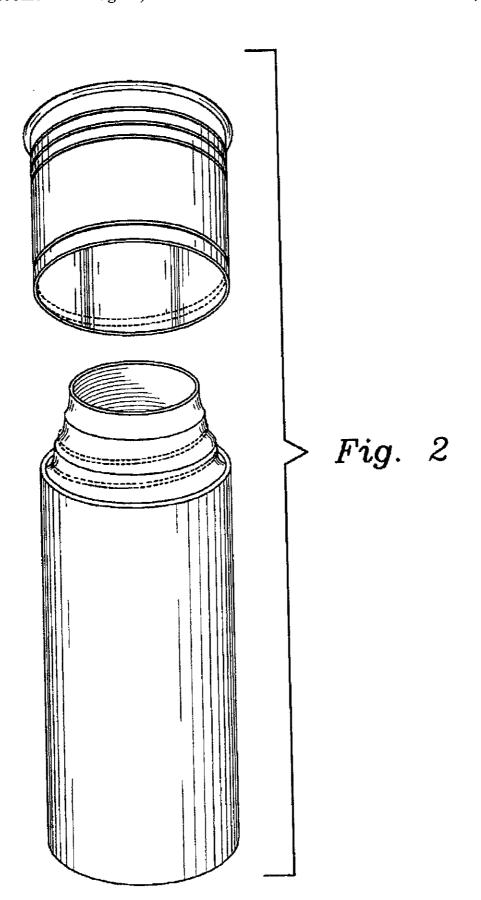
U.S. Patent Aug. 31, 2004 Sheet 1 of 4

US D495,208 S



U.S. Patent Aug. 31, 2004 Sheet 2 of 4

US D495,208 S



U.S. Patent Aug. 31, 2004 Sheet 3 of 4 US D495,208 S

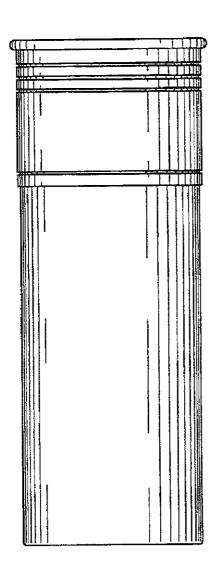


Fig. 3

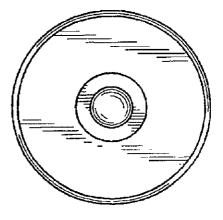
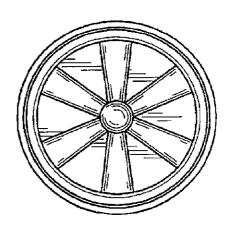
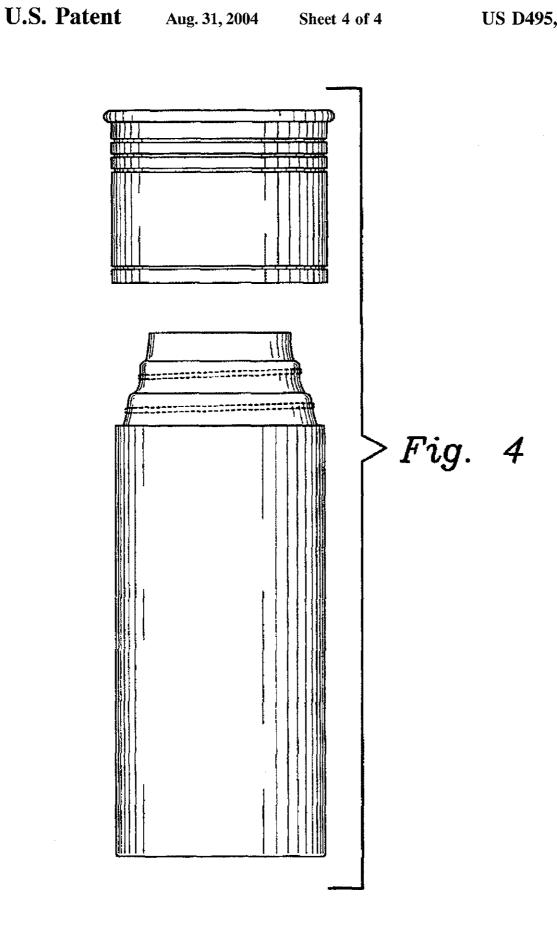


Fig. 5



US D495,208 S



# EXHIBIT 2



#### **United States Patent and Trademark Office**

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#### Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Thu Feb 21 04:10:30 EST 2008

NEW USER STRUCTURED FREE FORM BROWSK DICT SEARCH OG Воттом PREV DOC NEXT DOC Please logout when you are done to release system resources allocated for you. Start Jump Record 3 out of 4 to record: **ASSIGN Status** TDR TTAB Status TARR Status ( Use the "Back" button of the Internet Browser to return to TESS)

## SHOTSHELL

Word Mark

SHOTSHELL

**Goods and Services** 

IC 021. US 002 013 023 029 030 033 040 050. G & S: THERMAL INSULATED BOTTLES FOR

BEVERAGES. FIRST USE: 20050100. FIRST USE IN COMMERCE: 20050100

Standard Characters

Claimed

**Mark Drawing Code** 

(4) STANDARD CHARACTER MARK

Serial Number

76559932

**Filing Date** 

November 3, 2003

**Current Filing Basis** 

1A

Original Filing Basis

1B

Published for

Opposition

November 9, 2004

Registration Number 3004807

Registration Date

October 4, 2005

Owner

(REGISTRANT) Marketing Specialists, Inc. CORPORATION ARKANSAS 416 W. Stribling Drive

Rogers ARKANSAS 72756

Attorney of Record

Roger C. Clapp

Type of Mark

**TRADEMARK** 

Register

**PRINCIPAL** 

Live/Dead Indicator

LIVE

NEW USER ESS HOME

STRUCTURED FREE FORM BROWSEDICT SEARCH OG TOP

HELP

**CURR LIST** 

FIRST DOC

PREV DOC

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§ JS 44 (Rev. 12/07) (cand rev 1-16-08)

### CIVIL COVER SHEET

The JS 44 civil cover sheet and the information contained herein neither replace nor supplement the filing and service of pleadings or other papers as required by law, except as provided by local rules of court. This form, approved by the Judicial Conference of the United States in September 1974, is required for the use of the Clerk of Court for the purpose of initiating the civil docket sheet. (SEE INSTRUCTIONS ON PAGE TWO OF THE FORM.)

Page 1 of 1

I. (a) PLAINTIFFS				DEFENDANTS					
T-Cross, a South Korean s		Marketing Specialists, Inc., an Arkansas corporation							
(b) County of Residence of First Listed Plaintiff South Korea (EXCEPT IN U.S. PLAINTIFF CASES)				County of Residence of First Listed Defendant (IN U.S. PLAINTIFF CASE NOTE: IN LAND CONDEMNATION CASES, USE THE LAND INVOLVED.					
(c) Attorney's (Firm Nam	ne, Address, and Telephone	Number)		Attorneys (If Kno	wn)			£° b c	<b>e</b>
Otto O. Lee, John V. Mejia INTELLECTUAL PROPE 12 S. First St., 12th Floor San Jose, CA 95113		Boyd D. Cox 75 N. East Ave Fayetteville, A				filing			
II. BASIS OF JURISDIC	CTION (Place an "X" in Or	ne Box Only)	III. C	THZENSHIP	F PRI	NCIPA	L PARTIES (P	lace an "X" in One F	Sox for Plaintiff
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110 Insurance 120 Marine 130 Miller Act 140 Negotiable Instrument 150 Recovery of Overpayment & Enforcement of Judgment 151 Medicare Act 152 Recovery of Defaulted Student Loans (Excl. Veterans) 153 Recovery of Overpayment of Veteran's Benefits 160 Stockholders' Suits 190 Other Contract 195 Contract Product Liability 196 Franchise  REAL PROPERTY  210 Land Condemnation 220 Foreclosure 230 Rent Lease & Ejectment 240 Torts to Land 245 Tort Product Liability 290 All Other Real Property	PERSONAL INJURY  310 Airplane 315 Airplane Product Liability 320 Assault, Libel & Slander 330 Federal Employers' Liability 340 Marine 345 Marine Product Liability 350 Motor Vehicle Product Liability 360 Other Personal Injury  CIVIL RIGHTS  441 Voting 442 Employment 443 Housing/ Accommodations 444 Weifare 445 Amer. w/Disabilities - Employment 446 Amer. w/Disabilities - Other 440 Other Civil Rights	PERSONAL IN  362 Personal Injumed. Malprimed. Malprimed	actice ac	FORFEITURE/PE   610 Agriculture   620 Other Food & 625 Drug Related Sof Property 21   630 Liquor Laws   640 R.R. & Truck   650 Airline Regs.   660 Occupational Safety/Health   690 Other   LABOR   710 Fair Labor Star Actor   720 Labor/Mgmt. R & Disc losure A 740 Railway Labor   790 Other Labor Li   791 Empl. Ret. Inc. Security Act   1462 Naturalization Ap   463 Habeas Corpus Alien Detaince   465 Other Immigral Actions	Drug Seizure USC 881  andards Relations eporting act Act tigation	#422 Aj #423 W 21 #ROPi #820 Cc #830 Pa #840 Tr #861 HI #862 Bi #863 Di #864 SS #865 RS #FEDER #870 Ta #871 TR	AL SECURITY  IA (1395ff) lack Lung (923) IWC/DIWW (405(g)) IMC/DIWW (405(g)) IMC/DIW	OTHER ST  400 State Reapj 410 Antitrust 430 Banks and 450 Commerce 460 Deportation 470 Racketeer I Corrupt Or 480 Consumer of 480 Cas umer of 480 Cas umer of 480 Cas umer of 680 Securities/C Exchange 875 Customer of 12 USC 34 890 Other Statu 891 Agricultura 892 Economic of 893 Environmer 894 Energy Alle 895 Freedom of Act 900 Appeal of F Determinat Under Equ to Justice 1950 Constitution State Statut	Banking  Influenced and ganizations Credit V ervice Commodities/ Challenge 10 tory Actions I Acts Stabilization Act that Matters ocation Act Information ee ion al Access nality of
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VII. REQUESTED IN COMPLAINT:	UNDER F.R.C.P. 2	S A CL <b>ASS AC</b> T	ION	DEMAND \$			CHECK YES JURY DEMA	only if demanded	
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